

*Legendary
Expeditions*

THE LINK BETWEEN CONSERVATION AND TOURISM

A duty of care to protect a critical ecosystem



Low-impact eco-tourism:

the unsung champion of conservation in the Serengeti and surrounds



Though best known as the home of the Great Migration, the Serengeti National Park is far more than just a well-trodden path for mega herds' hooves — it's a vast and ancient landscape. Shaped over millions of years, the Serengeti's rolling hills, rocky kopjes, and sweeping woodland-fringed plains have long captured the imagination of explorers and adventurers alike.



The Serengeti, and national parks and reserves like it, are the only thing standing between rapidly shrinking ecosystems and expanding human populations. All across the globe, protected wildlife areas are struggling in the face of this exponential growth and the resulting encroachment, human-wildlife conflict (HWC), deforestation, and poaching. It's safe to say that conservation has never been more crucial than it is today.

Tourism, specifically high-value, low-impact eco-tourism, plays a vital role in supporting the conservation of national parks like the Serengeti, Ngorongoro Crater, and the surrounding reserves. Here, tourism's role is multifaceted: it raises awareness and support for the challenges facing wildlife, and it funds vital conservation operations and community development. Most importantly, however, by highlighting the economic value protected wildlife areas can bring to the communities around them, tourism encourages community members to become the custodians of the wilderness.

ZOOMING IN: ECO-TOURISM IN TANZANIA

In Tanzania, tourism and conservation are inextricably linked, and natural heritage is among the country's greatest resources. Simply put, without one, you wouldn't have the other.

Abundant national parks and iconic wildlife have made Tanzania a hotspot for eco-tourism in Africa. Eco-tourism, in turn, is a vital contributor to the economy, creating jobs in regions with limited employment opportunities. As a result, protecting these national parks and reserves is a national priority.



A close-up photograph of a leopard resting on a thick, textured tree branch. The leopard's head is the central focus, with its eyes partially closed and looking towards the right. Its fur is a golden-brown color with dark, irregular spots. The background is a bright blue sky with some white clouds, visible through the branches of the tree. The text 'A legendary legacy' is overlaid on the left side of the image in a serif font.

A legendary legacy

Our legacy of preserving Tanzania’s incredible natural heritage spans over 30 years. Since it was established, our conservation and philanthropic arm, the Friedkin Conservation Fund (FCF), has dedicated itself to protecting the Tanzanian wilderness. Overseeing several large-scale conservation and community development initiatives, FCF — and, by extension, Legendary Expeditions — is guided by the singular goal of ensuring this landscape remains *True. Wild. Free* for generations to come.

Today, our conservation efforts are centered around Mwiba Reserve and Maswa Kimali, two vast tracts of wilderness approximately 1,800km² (700 square miles) in size. These areas serve as boundaries between the Greater Serengeti and Ngorongoro Crater ecosystems and surrounding human settlements.

Given that Tanzania’s national parks and reserves are open systems (meaning there are no fences separating wildlife from surrounding communities), these boundary areas, **known as buffer zones**, are vital for protecting both humans and animals. They also help to maintain healthy ecosystems by safeguarding against habitat loss and degradation.

In essence, by protecting these vital buffer zones, we play a key role in safeguarding two of Africa’s most remarkable ecosystems and the path of the iconic Great Migration.

A closer look at the Friedkin Conservation Fund (FCF)

Safeguarding two wilderness areas roughly the size of Rhode Island is no small task. To protect and manage these vital buffer zones, FCF works closely with the Tanzanian government and local communities on various conservation and community empowerment projects.

Conservation

Poaching, encroachment, and human-wildlife conflict (HWC) are a daily reality in buffer zones. FCF spearheads several vital conservation initiatives to safeguard the areas we manage and, by extension, the Greater Serengeti and Ngorongoro Crater ecosystems. These include:



Anti-poaching operations:

Ground patrols and aerial surveillance provide real-time monitoring, strengthening enforcement and extending protection across vast, hard-to-reach areas.



Wildlife monitoring projects:

Tracking key species such as elephants (collaring), vultures (tagging), and black rhinos (microchipping) to gather data that supports conservation efforts and helps mitigate human-wildlife conflict.



Habitat management:

Restoring and maintaining ecosystems through bush clearing, road upkeep, and water resource management. These efforts improve accessibility while preventing erosion and preserving biodiversity.

Community

The communities that surround the buffer zones are key to our conservation work. The long-term success of our efforts depends on our ability to engage with these communities, empower them, and ensure they reap the benefits of eco-tourism in the region. Our community initiatives include:



Economic empowerment programs:

Providing skills training in sustainable income-generating activities such as beekeeping, poultry farming, and sunflower cultivation to foster self-reliance.



Education:

Supporting school attendance and academic opportunities through conservation education, school nutrition, transport programs, scholarships, and internships.



Health:

Partnering with Kafika House, a Tanzanian rehabilitative surgery program, to provide life-changing medical care for children with treatable diseases and disabilities.

THE BUZZ ABOUT OUR BEEKEEPING

Have you tried the honey at our camps and lodges? Delicious, right?

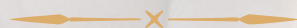
The honey we serve comes from our apiaries at Legendary Lodge, Mwiba Lodge, and Makao Village, which together form part of our beekeeping initiative. This buzz-worthy project teaches community members the beekeeping skills they need to earn an income and support their families.





The perfect symbiosis

Visit Mwiba Reserve and Maswa Kimali, and you'll find yourself immersed in a pristine landscape where wildlife roams freely. This is the fruit of decades of tireless conservation work.



The success of our efforts to ensure the continued protection of these vital buffer zones relies on a perfect synergy between Legendary Expeditions on the tourism side and FCF on the conservation front. This means that contributions generated from our safaris help support our vital conservation and community empowerment initiatives. This symbiosis between tourism and conservation forms the foundation of our impact-led tourism model.

This model enables us to protect the areas we manage and, by extension, the Greater Serengeti and Ngorongoro Crater ecosystems.

Together, we're *making a difference*

With every stay booked at our properties, you directly support this model. A portion of the cost of every safari directly contributes to our crucial conservation and community empowerment initiatives.

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